

CLAIMS

1. A method of immunizing an individual, comprising administering into the individual a DNA transcriptional unit which comprises DNA encoding a desired antigen or antigens thereby eliciting a humoral and cell-mediated immune response against the desired antigen or antigens.
2. The method of Claim 1, wherein the desired antigen or antigens are from infectious agent or agents.
3. The method of Claim 2, wherein the infectious agent or agents is a virus or viruses.
4. The method of Claim 3, wherein the virus is an influenza virus.
5. The method of Claim 4, wherein the influenza virus is hemagglutinin.
6. The method of Claim 5, wherein the hemagglutinin is H7 hemagglutinin.
7. The method of Claim 1, wherein the individual is a mammal.
8. The method of Claim 7, wherein the mammal is a human.

9. The method of Claim 1, wherein the individual is avian.
10. The method of Claim 9, wherein the avian is a chicken.
11. A method of immunizing an individual against an infectious agent, comprising administering into the individual a DNA transcriptional unit which comprises DNA encoding a desired antigen or antigens from an infectious agent or agents, thereby eliciting a humoral or cell-mediated immune response or both against the desired antigen or antigens, whereby the individual is protected from disease caused by the infectious agent or agents.
12. The method of Claim 11, wherein the infectious agent or agents is a virus or viruses.
13. The method of Claim 12, wherein the virus is an influenza virus.
14. The method of Claim 13, wherein the influenza virus is hemagglutinin.
15. The method of Claim 14, wherein the hemagglutinin is H7 hemagglutinin.
16. The method of Claim 11, wherein the individual is a mammal.

17. The method of Claim 16, wherein the mammal is a human.
18. The method of Claim 11, wherein the individual is avian.
19. The method of Claim 18, wherein the avian is a chicken.